

Grantee Information

ID	1681
Grantee Name	KKCR-FM
City	Hanalei
State	HI
Licensee Type	Community

6.1 Telling Public Radio's Story

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2019. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

6.1 Telling Public Radio's Story

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station’s vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

Through strong community support, involvement and feedback, KKCR and its over 100 dedicated volunteers, continually improve programming, increase our outreach and improve our ability to identify and respond to our community’s needs. KKCR identifies the needs of our community through our regular community affairs programs, special interview programs, our strong social media and website presence and our close relationship with other non-profits, local schools and government organizations on the island. Through our twice-weekly community affairs programs, KKCR gives individuals in our community a voice, providing a platform and facilitating conversations about important local and national topics. KKCR helps foster engagement, create dialogue, and encourage connections bringing our community together in seeking solutions to our issues. Remote broadcasts of community meetings, educational and cultural festivals, political forums and our weekly production and airing of the Kauai County Council Report has increased our audience and engaged new audiences. KKCR actively solicits non-profits to create PSAs and participate in programming. KKCR provides free engineering and production facilities for the production of Public Service Announcements for non-profits. KKCR - Kauai Community Radio is an essential community asset on our rural, isolated island. KKCR is the only non-commercial radio station on Kauai, and the only station that reaches the entire island of Kauai and parts of Oahu broadcasting to over 67,000 Kauai residents and approximately 100,000 Kauai visitors (monthly visitor statistic). Our ability to provide essential and accurate information to the entire island during natural disasters including major floods, tsunamis and hurricanes is our most vital local service. We also stream our broadcast worldwide on KKCR.org. Through KKCR our community members become engaged and decisive in our community. KKCR provides an outlet for the community to entertain, inform and educate listeners on many topics including local and national issues, community organizations, and Hawaiian issues, history, arts and culture.

6.1 Telling Public Radio's Story

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you’re connected across the community and engaged with other important organizations in the area.

KKCR partners with a diverse array of community non-profit organizations to encourage and promote participation in meetings, events, and cultural festivals. KKCR airs the “Community Calendar” events twice a day at 7:30am and 2:30pm. The community calendar highlights non-profit and government sponsored events that benefit our residents and visitors. We continually have in-studio interviews with community leaders and organizations; a weekly Kauaʻi County Council report and specialty programming including: Hawaiian Language Programs, Hawaiian Issues Programs, Hawaiian Music Programs, Daily Ocean, Weather and Surf Reports, Health related programs, Environmental Programs and Agricultural Education Programs. KKCR works with local government forwarding important community notifications, promoting community education regarding new projects, including recycling, waste management and resource management. KKCR works with the Kauaʻi Lifeguard Association to create ocean safety PSAs and inform our listeners about rip tides, lifeguarded beaches and other critical ocean safety information. KKCR works with the local military base PMRF (Pacific Missile Range Facility) to notify the community of special military events like Rim of the Pacific, the biennial international military war games, held off the shores of Kauaʻi. KKCR coordinates with the local utility to promote alternative energy programs, also forwarding of time sensitive notifications to our community. KKCR broadcasts daily community and music event calendars. KKCR partners with Community Associations like the Community Emergency Response Teams (CERT) and local businesses to establish coordinated emergency response plans. KKCR partners with both public and private schools to announce news, safety drills and information necessary for them to coordinate with the community. KKCR is always prepared to act as an Emergency Alert Facility in the event of disasters. KKCR also partners with Kauai Community College to produce and air the “Hawaiian Word of the Day”. In 2017 we collaborated with a local Hawaiian Language Charter School where the students, from Kindergarten to High School, recorded Hawaiian Words of the Day for the entire month of Pepuali (February). KKCR broadcasts a weekly program from a non-profit Hawaiian Immersion Charter School, Ke Kula Niihau O Kekaha Public Charter School, in Hawaiian language. KKCR produced two “Talk Story” CDs for distribution to our supporters and other community radio stations. These Talk Story CDs provide education in Hawaiian culture, language and music. Working with local high school students, KKCR’s Teen Program airing each Saturday from 10am to 12pm provides Kauai teens an outlet to discuss their issues and learn about broadcasting, volunteerism and the importance of community involvement.

6.1 Telling Public Radio's Story

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

KKCR provides lost and found pet announcements and has successfully united pet owners with their lost pets countless number of times. Through our partnership with Kauai county government agencies there has been a significant increase of recycling and composting programs on Kauai. Direct feedback from community and government recycling coordinators has been positive regarding the impact of this ongoing educational campaign. Our electronic waste facility expanded its hours of operation. Participation in KKCR's weekly Community Affairs Programming has increased, as evidenced by an increase in the number of emails and phone calls received. KKCR collects additional feedback from our community via On-Line Surveys, letters and Social Media. We also actively solicit feedback via PSAs. KKCR’s help in promoting a recent blood drive coordinated by our local community college was very successful prompting this note from the Blood Bank of Hawaii: “Our team was on Kauai this past week and met with the Kauai Community College blood drive coordinator. Their last blood drive was in February and he wanted to say thank you for flooding the Kauai airwaves with blood drive information. It made a huge difference in their ability to recruit. They went 15 over goal! Thank you for all you do to help us save lives!” Maura Dolormente Blood Bank of Hawaii | Director of Public Relations, 2043 Dillingham Boulevard, Honolulu, HI 96819, D: (808) 848-4710 | C: (808) 342-3819 Listener feedback from our online form: "9/10/2019 - HI KKCR! I live in Kansas and just wanted to tell you how I found your amazing station. I asked my Alexa to play my local NPR station, KCUR, and she miss heard me and started playing Hawaiian music. I was so confused, but kept listening and learned it was YOU! KKCR is now a part of my life. I take trips to Hawaii by listening to your programming all weekend. I've learned so much about Hawaiian culture and daily life from your DJ's. I followed the telescope protest because of your broadcasts. I often make breakfast to your overnight Hawaiian music. I especially love your Sunday Morning Classical (which happens around 1pm for me) and I always listen to New Dimensions. I'm so grateful for my Alexa mix-up and for KKCR. Your station shines Hawaiian light on our Kansas sunflowers and added a little aloha into my heart. I hope to visit your lovely island and the station some day! Mahalo!" - Stephanie Young

6.1 Telling Public Radio's Story

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

KKCR’s mission includes “Preserve, perpetuate and celebrate Hawaiian culture” (“E malama, e hoomau a e hoolaulea pu i na mea a me ka nohona Hawaiʻi”). Unfortunately, Hawaiians are a minority in Hawaii. We regularly broadcast in Hawaiian Language. KKCR works diligently to preserve, perpetuate and celebrate Hawaiian language, music and culture. Many of our programs include the “Hawaiian Word of the Day” and our Hawaiian speaking volunteer programmers often incorporate Hawaiian language into their programs. As stated above, KKCR works with a local Hawaiian Language Charter School (Kawaikini New Century Public Charter School) the students recorded Hawaiian Words of the Day for the entire month of Pepuali (February). KKCR broadcasts a weekly program from a non-profit Hawaiian Immersion Charter School, Ke Kula Niihau O Kekaha Public Charter School, in Hawaiian language featuring Hawaiian music.

6.1 Telling Public Radio's Story

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

As the only community radio station on Kauai, it is imperative that KKCR continue to provide a voice for, and emergency information to, this isolated island community. CPB has helped to make this possible. We use our CPB grant funding to help pay the salaries of our staff and to pay the ever increasing costs to maintain and operate our broadcasting equipment. CPB funding allows us to keep our aging broadcast infrastructure and studio equipment functional in our extremely humid climate. It allows us to produce and distribute our educational Talk Story series, recording for posterity and sharing the importance of Hawaiian music, language and culture. It enables us to partner with Hawaiian language Immersion schools to celebrate and nurture Hawaiian language for future generations. Without CPB funding we would have to further decrease our small overworked and underpaid staff and would possibly lose our ability to provide coverage over the entire island. As an isolated broadcast facility with a fixed, predominately elderly, minority based population, our opportunities to generate additional funding from our listeners is finite. With CPB funding we are able to sustain our efforts to reach the under-served within our community and fulfill our mission. Mahalo for your kokua.

Comments